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REMARKS

In response to the Office Action mailed on October 2, 2006, Applicants respectfully request reconsideration. Claims 1-11, 19-29 and 37-42 are now pending in this Application. Applicants believe that the claims as previously presented are in condition for allowance. A notice to this affect is respectfully requested.

35 U.S.C. §112 Rejection of Claims 1-11, 19-29, 39 & 40

Claims 1 and 19 stand rejected under **35 U.S.C. §112, ¶1** as for failing to comply with the enablement requirement. Claims 2-11, 20-29, 39 and 40 are further rejected due to their dependence on claims 1 and 19. Specifically, the Examiner states that there could not be found any discussion in the specification of how the system would be used **to detect a change in root level domains**, as recited in independent claims 1 and 19. The Examiner further states there could not be found any explanation in the specification of how the system would function based on a secondary content condition that comprises **a detection of a change in root level domains between the initial request and former requests**. Applicants respectfully disagree and submit that claims 1-11, 19-29, 39 and 40 are in condition for allowance.

At lines 1-25 on page 20 of the specification, an embodiment is discussed that enables one skilled in the art **to detect a change in root level domains between the initial request and former requests**. Specifically, the specification reads that after an **initial request** for content is transmitted to the communications device of applicants' invention, the communications device identifies the requesting user by reading **IP addresses** as request criteria. The communications device creates redirection information consisting of the URL (universal resource locator) **address of a banner advertisement** which is stored at a secondary content source located elsewhere. The communications device transmits the redirection information containing the **address** of the location of the banner ad and the **address** of the originally-requested content **appended to the end**, along with a code redirection **which causes the user's**

browser to perform a request for the banner ad located on the secondary content source.

Since it would be understood by one skilled in the art that such addresses can be mapped to differing Internet **root level domains**, appending the addresses to the end of the redirection information with code redirection clearly describes an enabling embodiment whereby applicants' invention allows for a browser to **detect a change in root level domains** between a **first and former request** for content. Such detection of differing addresses in the redirection information can cause the browser to perform the request for the banner ad and thereby describes how the system would function based on a secondary content condition that comprises **a detection of a change in root level domains between the initial request and former requests**. Thus, applicants believe that claims 1-11, 19-29, 39 and 40 are in condition for allowance and respectfully request withdrawal of this rejection.

35 U.S.C. §103 Rejection of Claims 1-11, 19-29, 37 and 38

Claim(s) 1-11, 19-29, 37, and 38 stand rejected under **35 U.S.C. §103(a)** as being obvious over Blumenau, U.S. Patent No. 6,505,240 (hereinafter Blumenau) in view of Merriman, U.S. Patent No. 5,948,061 (hereinafter Merriman). Applicants respectfully disagree and submit that claims 1-11, 19-29, 37, and 38, are in condition for allowance. Specifically, neither Blumenau nor Merriman teach **intercepting**, from a requesting device, **an initial request for initial content** accessible from an initial content source, as recited in independent claims 1, 19, 37, and 38 from which claims 2-11 and 20-29 depend.

Instead of **intercepting an initial request for content**, Merriman is directed towards allowing for the uninterrupted transmission of a request between a browser and a website to simply result in a message that provides the browser with content and a link to an advertisement that does not reside at the website. (See Col. 3, Lines 24-63) Blumenau does not teach **intercepting an initial request for content** as well. Rather, Blumenau relates to a content provider creating handoff instructions **in response** to a request for content. (See Col. 7, Lines 9-14). Therefore, both cited references are

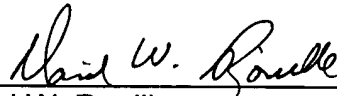
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silent as to ***intercepting the request*** for content prior to the request reaching a content source. In view of the above, neither Blumenau nor Merriman, individually or in combination, teach applicants' invention. Applicants submit that claims 1-11, 19-29, 37, and 38 are in condition for allowance and respectfully request withdrawal of this rejection.

Applicants hereby petition for any extension of time which is required to maintain the pendency of this case. If there is a fee occasioned by this response, including an extension fee, that is not covered by an enclosed check, please charge any deficiency to Deposit Account No. 50-3735.

If the enclosed papers or fees are considered incomplete, the Patent Office is respectfully requested to contact the undersigned collect at (508) 616-9660, in Westborough, Massachusetts.

Respectfully submitted,



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Attorney Docket No.: CIS01-05(3847)

Dated: December 21, 2006